



# Fact Sheet

## Energy Efficiency Statewide Lighting Program July 2010

On Sept. 18, 2008, the California Public Utilities Commission (CPUC) adopted the state's first Long Term Energy Efficiency Strategic Plan, presenting a single roadmap to achieve maximum energy savings across all major groups and sectors in California. This comprehensive Plan for 2009 to 2020 is the state's first integrated framework of goals and strategies for saving energy, covering government, utility, and private sector actions, and holds energy efficiency to its role as the highest priority resource in meeting California's energy needs.

Reducing energy consumption through lighting technologies and practices is one of most effective ways to reduce overall energy consumption. Lighting comprises one-fourth of all of California's electricity use. In the residential sector lighting accounts for 22 percent of electricity consumption and 35 percent in the non-residential sector. As such it is a key component in the 2010-2012 utility energy efficiency savings, accounting for 44 percent of the energy savings (GWh) and 40 percent of peak demand (kW).

Program by Utility	PG&E	Edison	SDG&E	Total
Residential Lighting Incentive Program for Basic CFLs	\$30,000,231	\$32,328,190	\$12,678,175	<b>\$75,006,596</b>
Advanced Consumer Lighting	\$33,342,987	\$45,000,000	\$4,162,527	<b>\$82,505,514</b>
Lighting Market Transformation	\$462,565	\$1,043,394	\$0	<b>\$1,505,959</b>
<b>Total Statewide Programs by Utility</b>	<b>\$63,805,783</b>	<b>\$78,371,584</b>	<b>\$16,840,702</b>	<b>\$159,018,069</b>
Third Party Programs	\$27,649,583			<b>\$27,649,583</b>
<b>Total Budget by Utility</b>	<b>\$150,087,934</b>	<b>\$78,371,584</b>	<b>\$16,840,702</b>	<b>\$186667652</b>
<b>Total Energy Savings</b>			<b>Electric (GWh)</b>	<b>2848350127</b>
			<b>Electric (kW)</b>	<b>467,712</b>

### Residential Lighting Incentive Program for Basic Compact Fluorescent Lightbulbs (CFL)

This provides customers discounts that greatly reduce the cost of energy efficient lighting products. The cost of the lightbulb is reduced down at the manufacturer and distributor level. This streamlined process eliminates the need for consumers to obtain a rebate after purchasing the lightbulb. It introduces energy efficient lighting products to the market and strives to influence future purchasing behaviors of customers.



### Advanced Consumer Lighting Program

This program offers discounts to reduce the cost of energy efficient lighting products, introduces energy efficient lighting products to the market, and strives to influence future purchasing behaviors of customers. An array of product types, models, and technologies are offered, including specialty CFLs, light emitting diodes (LED), cold cathode, and high-efficiency incandescent.

### Advanced LED Ambient Lighting

This program applies upstream incentives to drive market emergence and sales of high power LED products. LED products that illuminate rooms and large residential areas qualify for higher incentives.

### Lighting Market Transformation

This program focuses on developing and testing market transformation strategies for both emerging technologies and those already used into the utility energy efficiency programs. It covers interior and exterior technologies in the residential, commercial, and industrial sectors, as well as both replacement in existing buildings and new construction. The program also formalizes a process by which the utilities can rapidly introduce advanced lighting solutions and emerging technologies to the marketplace. This program addresses three major areas:

1. **Lighting Technology Advancement** explores and chooses processes by which the utilities can rapidly introduce advanced lighting solutions and emerging lighting technologies to the marketplace, with a focus on introducing mid-term improvements to current lighting programs.
2. **Lighting Education and Information** addresses the need for more accessible information on lighting technologies, including utility staff and installation contractors. It helps identify and utilize avenues to apply advanced lighting education to pipelines for large-scale customer applications.
3. **Lighting Market Transformation** enables utilities to identify gaps in the lighting market transformation strategies for different technologies and create data-driven solutions. It develops and tests innovative program strategies to advance market transformation and helps enfold proven approaches into other lighting programs.

Visit California's Energy Efficiency Web Portal: [www.engage360.ca.gov](http://www.engage360.ca.gov)